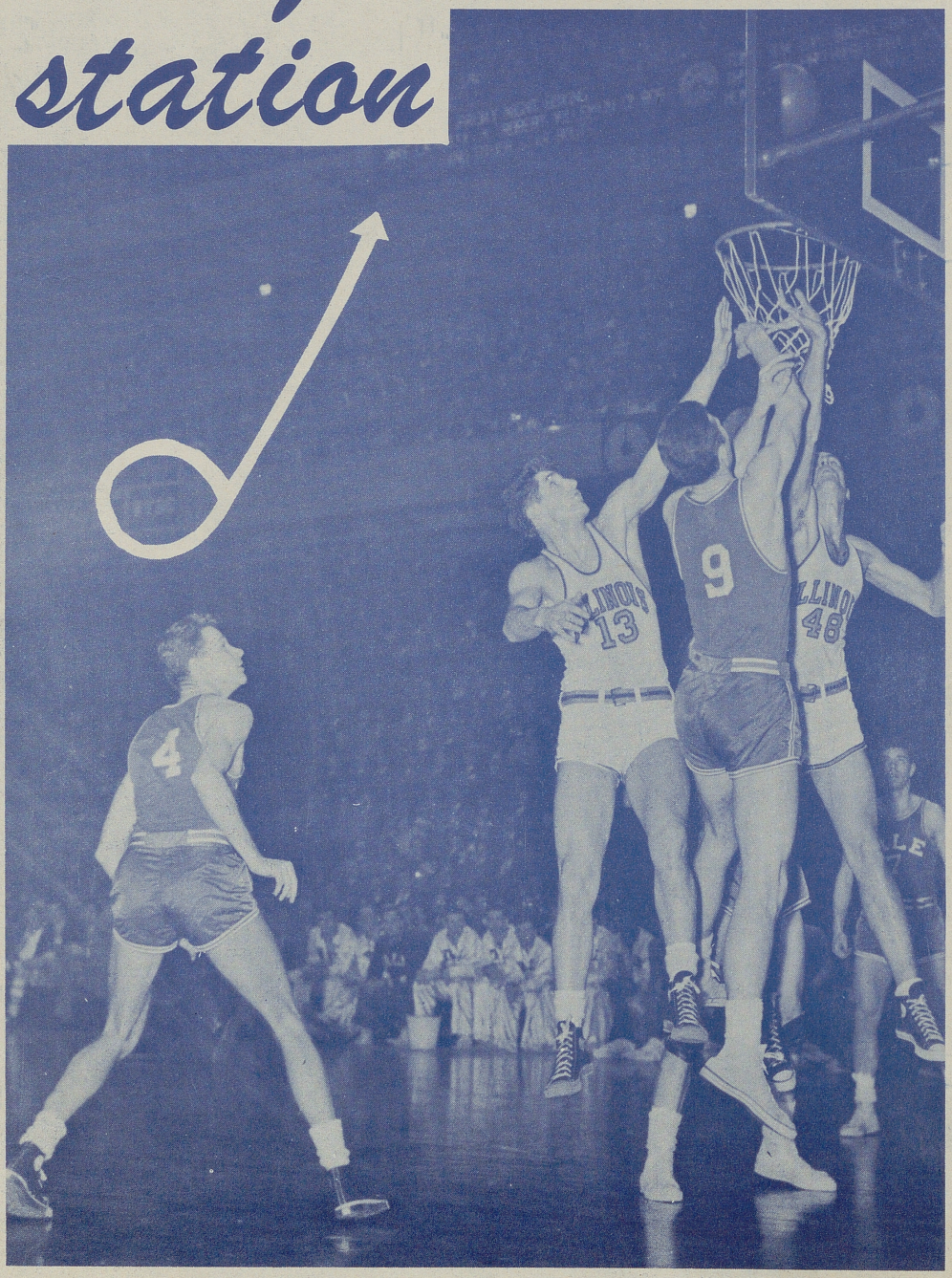
Photographs by W.E. Reinhardt

...over their own college radio station



NCAA — Yale vs. Illinois
Madison Square Garden

Photographs by W.E. Reinhardt

. . . . for home games*

Yale vs Dartmouth-February 16, 1949

Program rating ("Hooper") 29.3

Share of audience (per cent of sets-in-use tuned to college station) 90.6

Sponsor identification 48.3

. . . . for away games*

Yale vs Villanova-March 22, 1949

Program rating ("Hooper") 35.7

Share of audience (per cent of sets-in-use tuned to college station) . . . 92.1

Sponsor identification 91.4

[redacted]

* Poll data by Ivy Network Audience Research Department. All data accurate within prescribed limits of marginal error. Description of sampling procedure available on request.

[redacted]

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